

# **Food Industry Fundraising Strategy For National Museum of Health and Medicine**

# Fundraising objective

**Raise \$5 million to support a food and nutrition gallery**

- Designing gallery and individual exhibits
- Producing prototype for traveling exhibit
- Permanent exhibit installation
- Exhibit maintenance (5 years)
- Educational activities

# Communications objectives

- Establish the unique role and value of the museum in educating consumers about the relationship between diet and good health
- Generate enthusiasm and support from the food industry
- Increase awareness of sponsoring companies' support for food and nutrition education

# Strategies

- Position the NMHM as a new museum responding to a growing consumer interest in preventive health
- Establish that the NMHM will be the only national museum featuring contemporary nutrition and its role in promoting good health
- Involve companies at the earliest possible stage
- Create an advisory committee to strengthen benefits to major funders

# Food and Nutrition Advisory Group

- Major supporters and food and nutrition experts
- Provide advice and counsel on Food and Nutrition exhibit
- Meet twice a year over the next two years
- Review plans and activities as they are developed

# Major supporter approach

- Personal calls from A. Langbo to CEOs
- Letter to CEO affirming fundraising drive
- Follow-up package to staff
- Meeting for staff contacts in Washington
- Museum staff follow-up
- Supporters named to advisory group
- Museum staff continue liaison with advisors

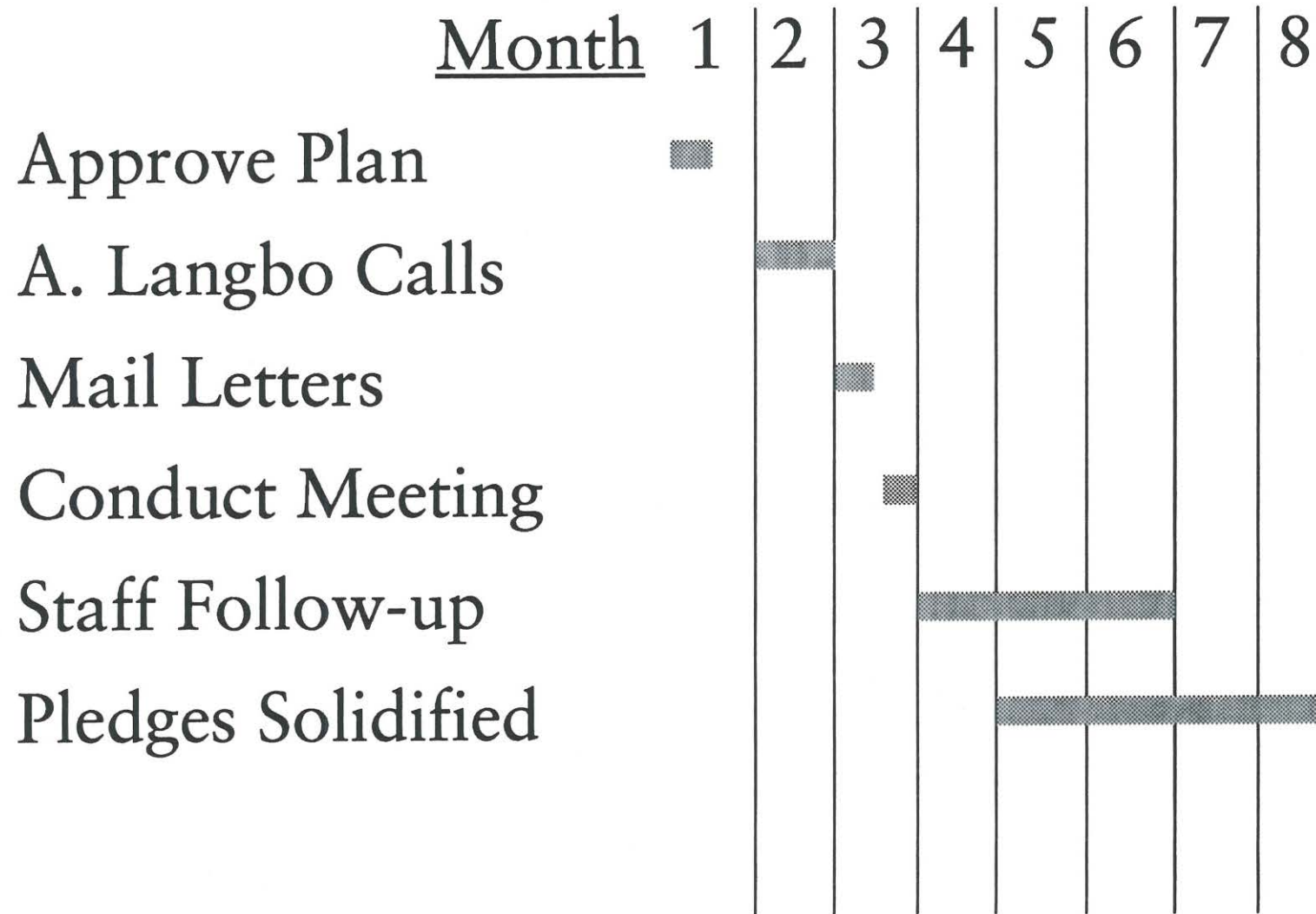
# Targeting

- Identify key prospects for major gifts
  - Major food companies
  - Involvement in promoting nutrition and health
  - Capacity to make a significant contribution (\$500,000+)
- Identify secondary targets for next funding phase
  - More likely to provide smaller scale funding

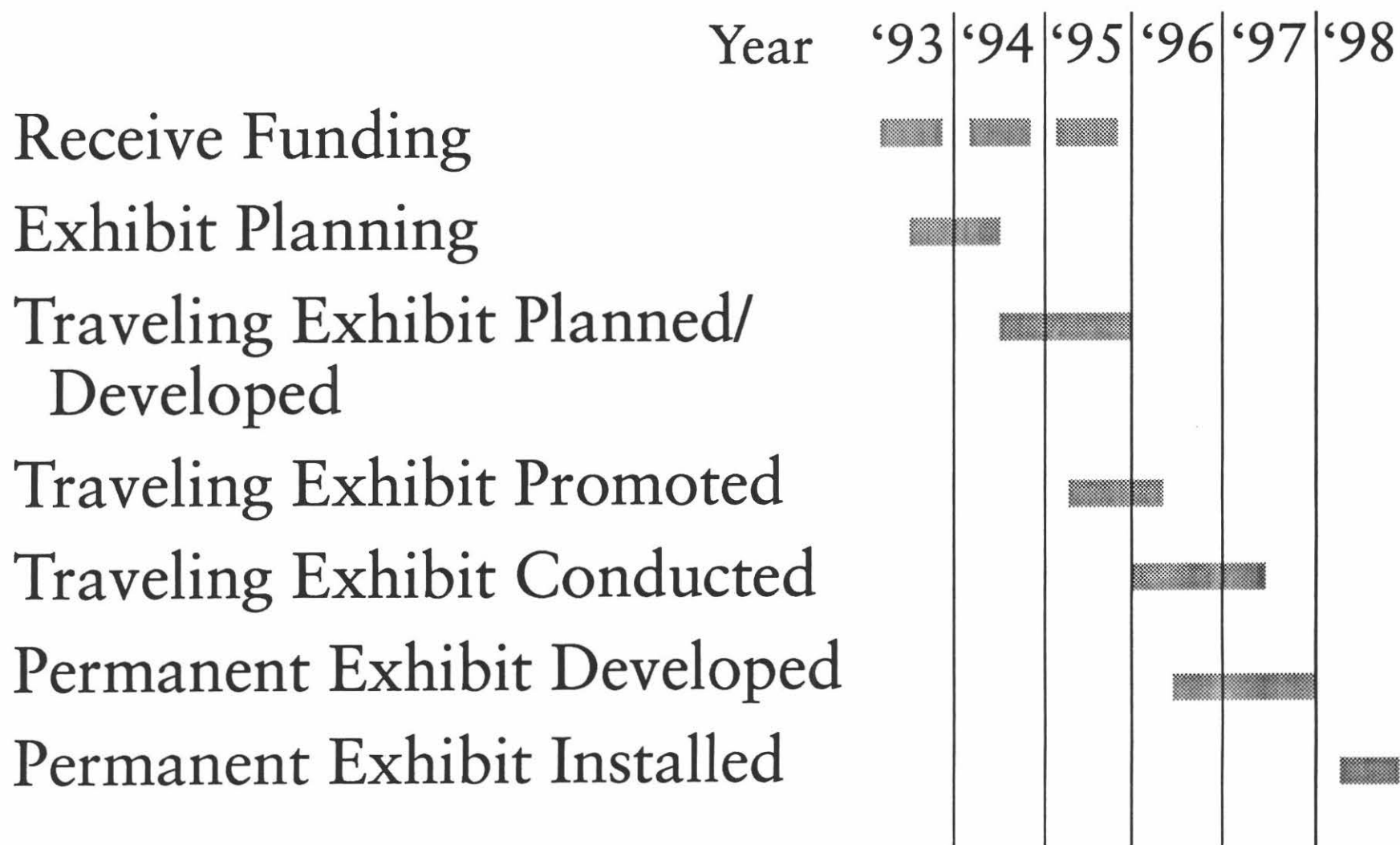
# Potential Supporters

- Coca-Cola
- McDonald's
- Procter & Gamble
- ConAgra (Sponsors Chicago exhibit)
- H.J. Heinz (Sponsors Pittsburgh exhibit)
- Campbell Soup Company
- Dole
- Pillsbury
- Kraft General Foods
- Monsanto

# Fundraising Timetable



# Exhibit Timetable



# Next Steps

- Approve overall strategy
- Present plans to relevant NMHM leadership
  - Trustees
  - Development Advisors
- Refine targets
- Review draft materials
  - Presentation to food industry meeting
  - Letters to CEOs and staff
- Implement plan